

Lord & Taylor

FIFTH AVENUE



Filmy Blue Lace Fans

They are nearly as exotic as purple cows, and oh! so much more useful! Exquisitely tinted lace is mounted on sticks of sandalwood. Blue, rose, buff, \$3.95, \$5.50. Fantastic and most alluring are the carved shell earrings, \$15, \$18; with comb to match, \$20, \$25 (Tax additional)

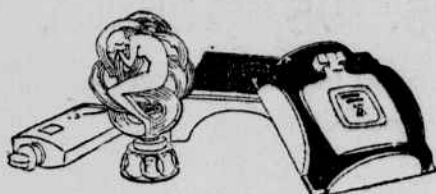
GROUND FLOOR

More Music!

This time it is an atomizer that plays gay tunes, while you spray your favorite perfume. You set it down—the music stops, \$25



GROUND FLOOR



Caron and Lalique

An incomparable pair—the great perfumer and the artist in glass—as one knows by the bottle with its delicately carved stopper, center. A simple bottle holds the reserve supply of perfume, left \$55. The other bottle, right, was designed by Paul Poiret, \$25

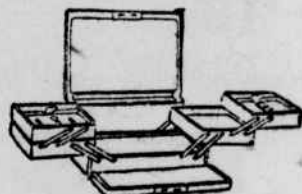
GROUND FLOOR



Paris Powder Puffs

They are delightful affairs, with quaint decorative handles, a head, like that sketched, or a rose, or a gilded ball, \$1.75. Hand-painted wooden powder boxes, for dressing table or pocket, boast sportive lambs, or gay ladies, \$3.50 and \$7.50

GROUND FLOOR



Worthy of Rare Jewels

Its many little trays, each one velvet lined, and unfolding in surprising fashion, the fine quality of its leather, blue or brown, and the reliable lock—all make it worthy of the most precious jewels, \$36.50

GROUND FLOOR



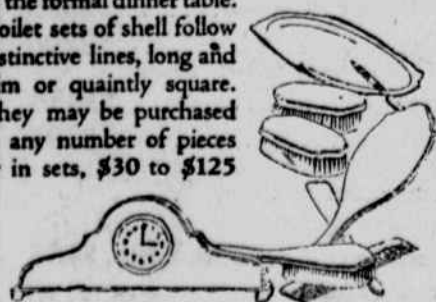
A Clever Basket

A woman must have designed this all-leather sewing basket, with its convenient opening—or neatly closing—top, its generous size and its complete equipment, \$31.50

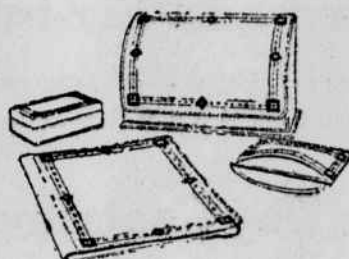
GROUND FLOOR

The Charming Dressing Table

It should be as exquisite in its appointments as the formal dinner table. Toilet sets of shell follow distinctive lines, long and slim or quaintly square. They may be purchased in any number of pieces or in sets, \$30 to \$125



GROUND FLOOR



A French Desk Set

Designed to fulfill a two-fold purpose—one purely useful, the other highly decorative—this desk set wisely elected soft-toned leather, with inlaid and hand-tooled designs in gold, \$35



"Give a Man

—a pipe he can smoke—" Or, better still, give him two pipes, neatly enclosed in a leather case, \$17.33



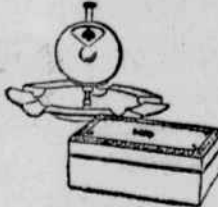
A Man's Gift, Too

Three most useful articles—bill fold, cigarette case and match case—made of fine pin seal, with 14 kt. gold corners, \$45

"What Are Trumps?"

Your bridge table need never ask that again for this new ash tray obligingly marks trumps, \$4.50

A cigarette box of rose colored leather, gold-tooled is from Florence, \$8.50



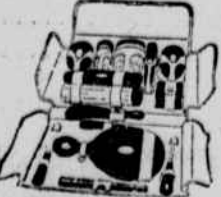
His Collars

They are kept neatly in place if he has this suede collar box. And furthermore!—collar buttons have a special cozy nook inside, \$8.50



A Traveling Case

Almost any man would be delighted with this unusually complete dressing case. The dark wood with its silver monogram-seal is tasteful and unpretentious. It is compact and convenient, \$99.75



GROUND FLOOR

Xmas

With the opening of our doors tomorrow morning we enter upon that perennially enchanting season—Christmas—every department having become a "Christmas department" overnight, touched by the magic of colorful, gift things from Europe, the far East, and America.

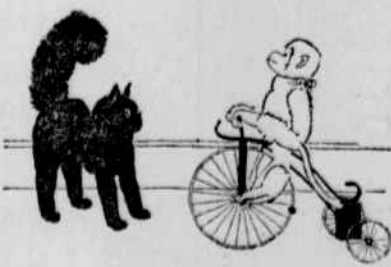
This page can give you only the most meagre idea of the variety of gifts you may seek and find here, but we promise that every day from now until Christmas will hold some new and delightful shopping adventure for you.

We are beginning the season early this year and may we suggest that you do, also, to escape the inevitable confusion and chaos of the last days before Christmas.

20

Santa Claus and the Jolly-Go-Round

They've both just arrived and both are in Toy Town on the Seventh Floor. Santa came back yesterday, and my! what a busy day he had, taking girls and boys to ride on his new trip—the Jolly-Go-Round. This isn't the only new thing he has. There are hundreds of beautiful toys too. And Santa wants you to come see him some day very soon.



SEVENTH FLOOR



A Colonial Coffee Set

combines the beauty of an old design with the modern convenience of electricity. The urn-percolator is electrically operated, with sugar, creamer and tray to match, \$40.50

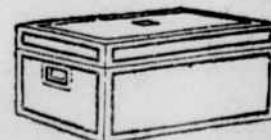
SEVENTH FLOOR

Tea-ing Up Made Easy



And now like magic you can conjure up the magic brew, your favorite tea in half-a-second! This nickel electric tea kettle will adorn your tea-table, so attractive is its Colonial design, \$15

SEVENTH FLOOR



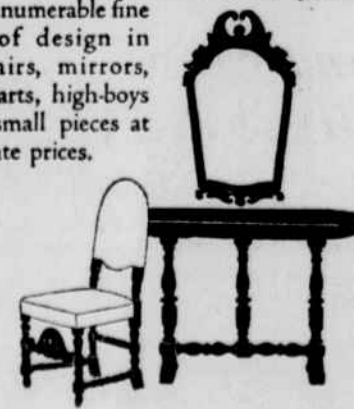
A Man's Hope Chest

What shall I give him? A humidior, of course! One holding 100 cigars so that his hope for a good Havana may spring eternal and never be disappointed. Humidors of dull mahogany or Circassian walnut with gold inlaid plate and handles, \$37.50

SEVENTH FLOOR

The Gift of Furniture

Even in the most completely furnished of homes there is almost a perennial need for some occasional piece of furniture. And what makes a more distinctive Xmas gift. There are innumerable fine examples of design in tables, chairs, mirrors, desks, tea-carts, high-boys and other small pieces at very moderate prices.



SIXTH FLOOR



Colorful Venetian Glass

Brilliant red, green, tango, amber, amethyst! Venice paints in warm, decorative tones her lovely glassware designs and adds a stripe, a tiny white rim and a flower cluster here and there. The sherbet set of 6 small compotes and a tall one is \$35. The perfume jar \$7.50. The powder jar \$10. The urn-like vase \$7.50

FIFTH FLOOR



Pottery from Florence

The very ruggedness in the texture of this cream-colored pottery gives it its character and subtly relieves the jade, blue and yellow of the design. The quaint candle-sticks are \$7.95 each. The tea set of 11 pieces is \$25

FIFTH FLOOR



For Xmas Candies

For those delectable hard candies that find their way into every home at Xmas-time, these decorative Bohemian glass jars add their amber and red colors to the holiday gayety. Both jars are \$12.50 each.

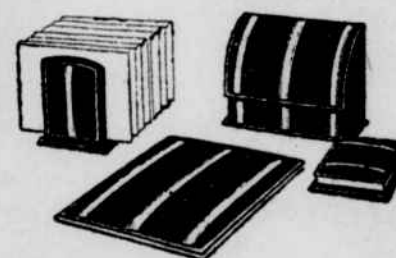
FIFTH FLOOR



English Moorcraft Pottery

With its highly glazed black background, the colorful fruit and flower designs on this pottery become very decorative. The vase, \$7.95—The fruit bowl in plain orange glaze is \$9.50

FIFTH FLOOR



Gay Though Useful

is the distinctly French character of this black moire desk set striped in cerise, for a man's or woman's desk. The letter file, memorandum pad and bookends are \$24.45

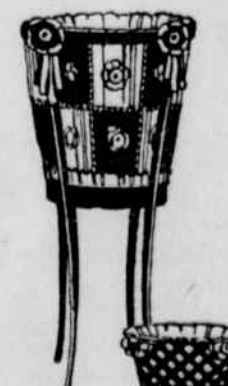
FIFTH FLOOR

For Your Winter Sewing

Suggesting a delightfully busy morning with your mending, does this attractive imported sewing-stand that will obediently hold so much beside your chair. Its basket of black and old blue silk has a walnut frame, \$45

Quaint as Grandmother's

is the imported lattice-work sewing basket of brown wicker lined with blue taffeta and decorated with tiny flower rosettes, \$8.50



FIFTH FLOOR